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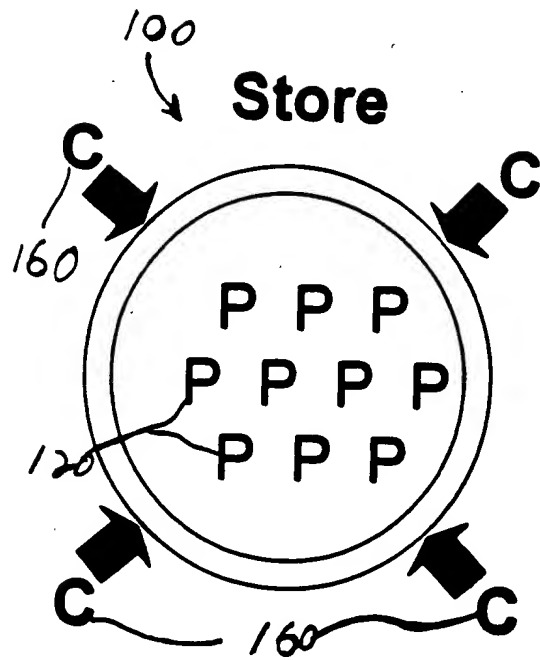
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P = product  
C = consumer  
S = store

FIG. 1  
(PRIOR ART)

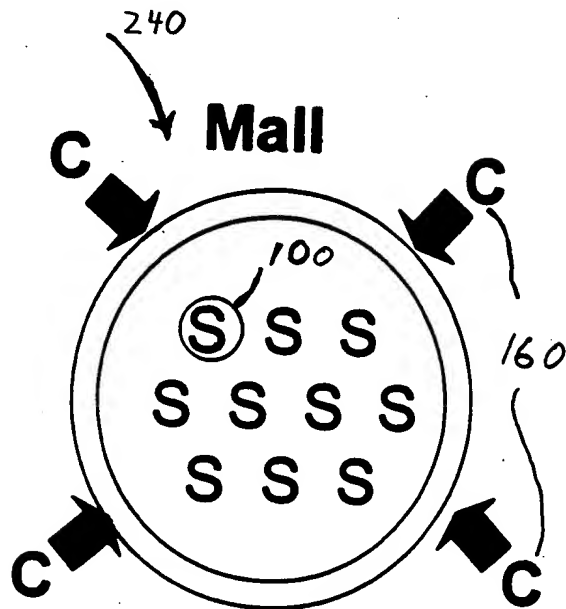
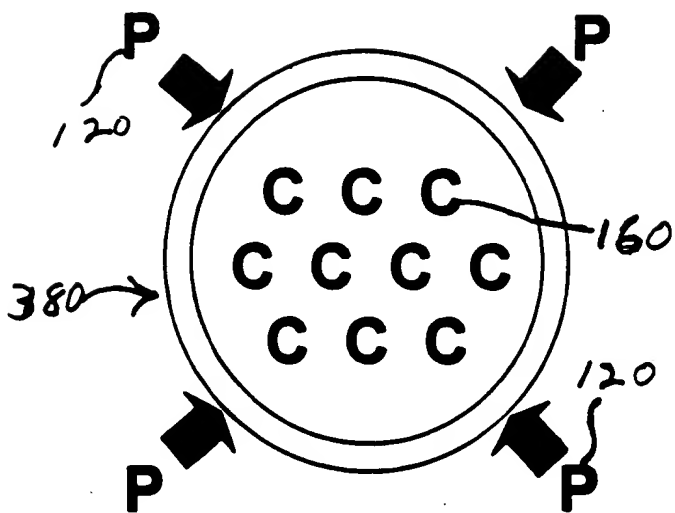
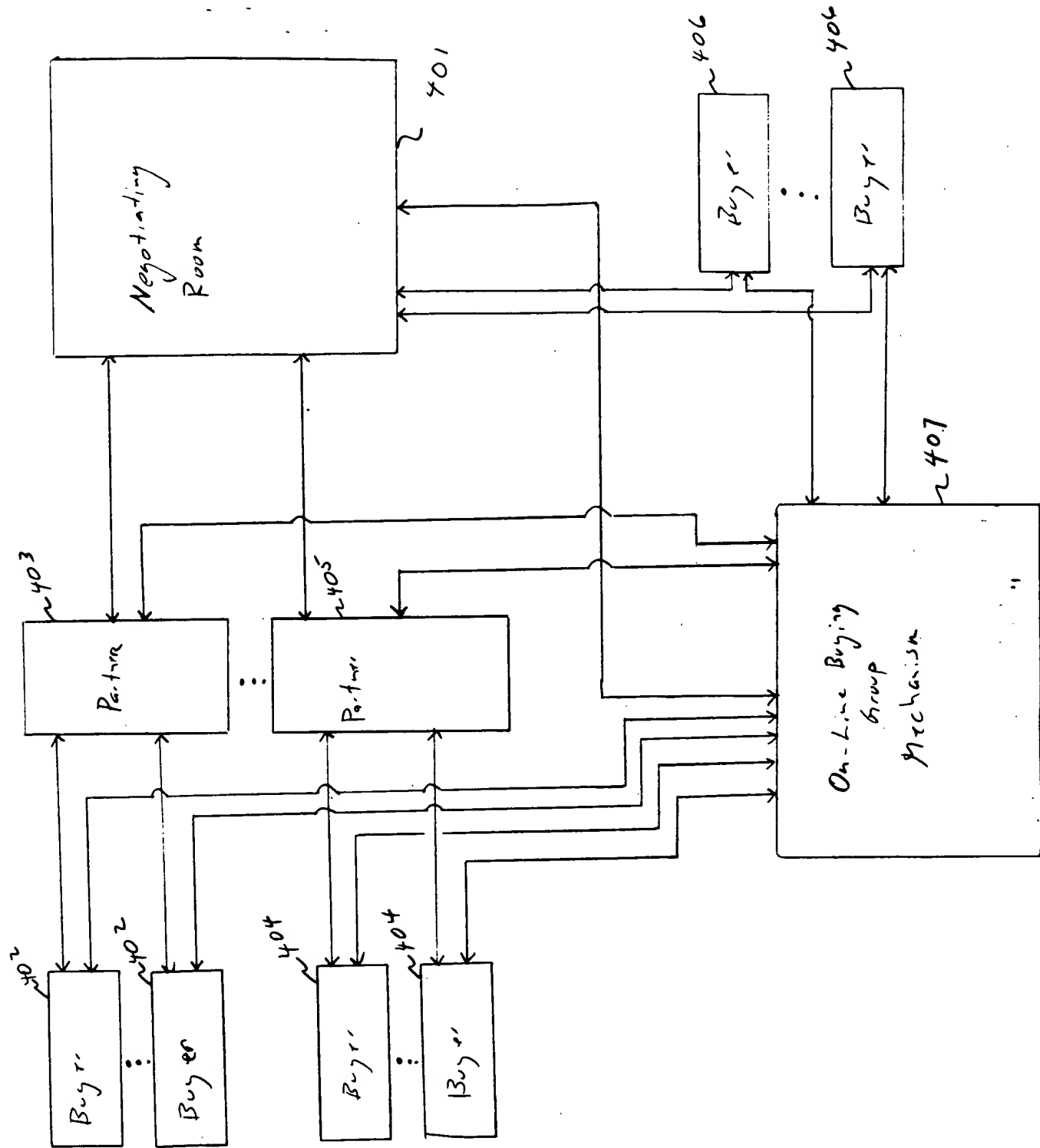


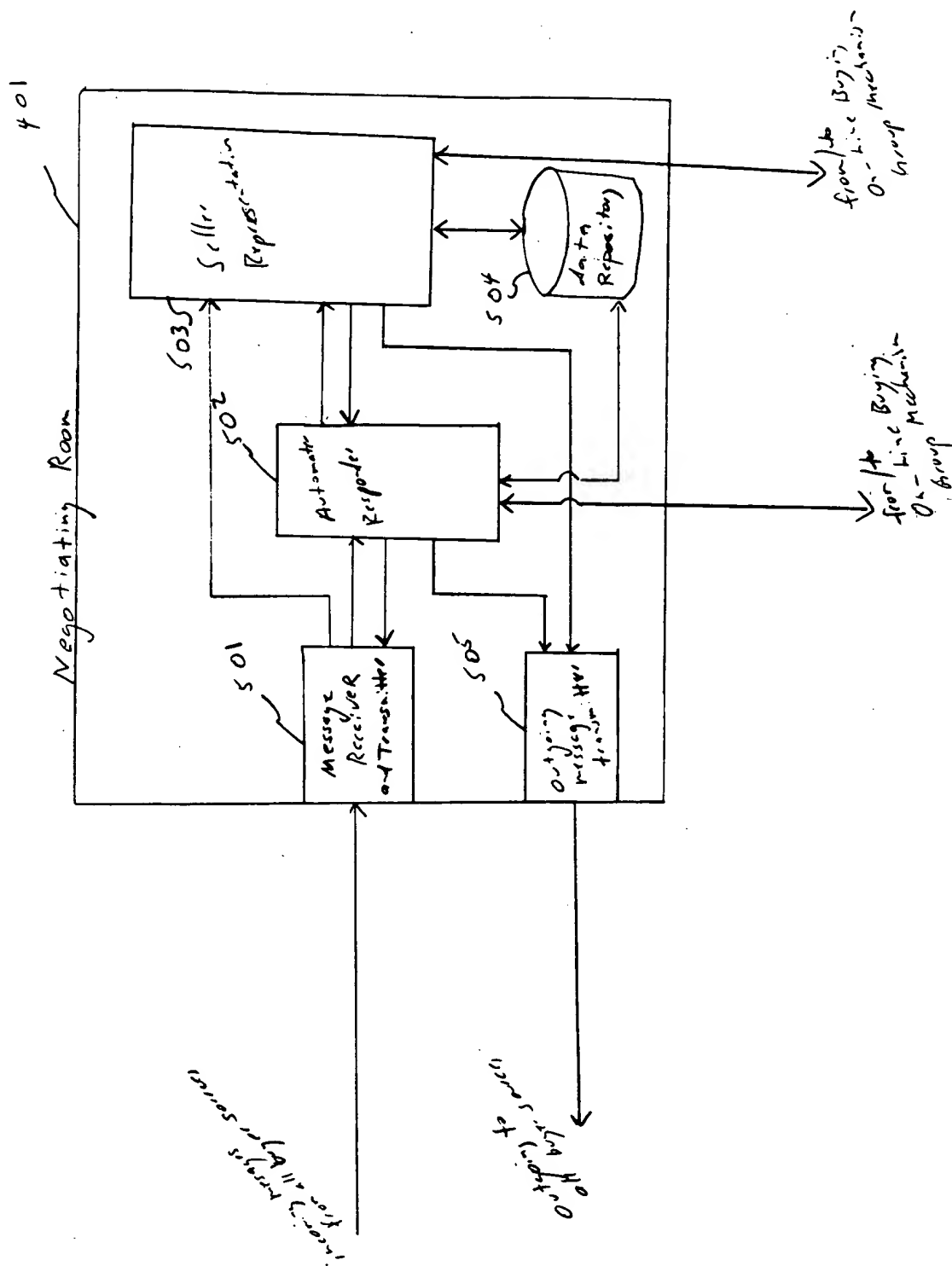
FIG. 2  
(PRIOR ART)

# Co-op



**FIG. 3**





41



Message Receiver

Receive initial configuration instructions

~621

Receive buyer communications

~623

Buyer allowed to select format?

Y N ~625

Receive buyer format selection

~627

Format Available?

Y N ~629

Provide requested format

~631

Multiple formats available?

Y N ~633

Select format; perform any necessary adjustments

~635

Provide format selected

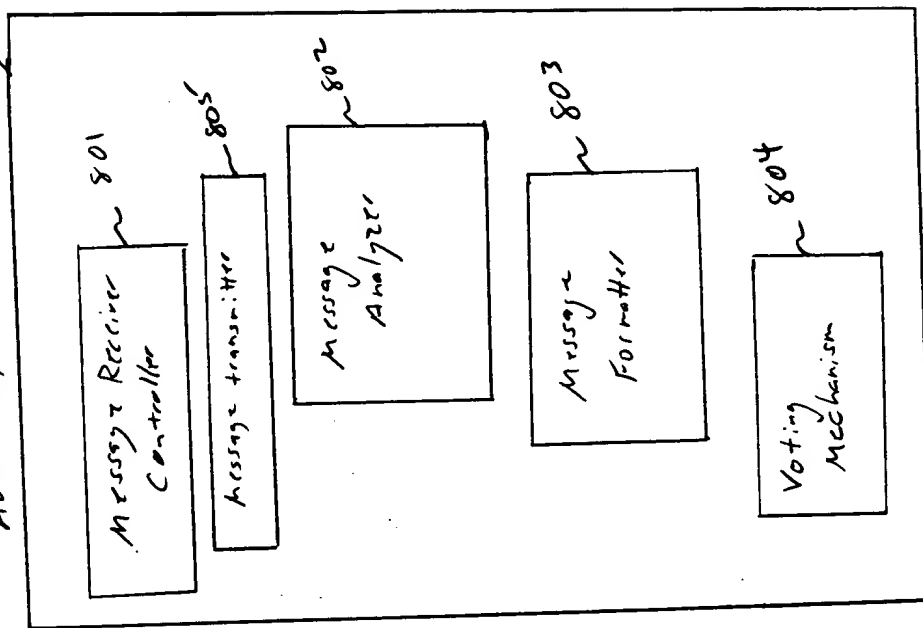
~637

Fig 6B





Auto Response



1.

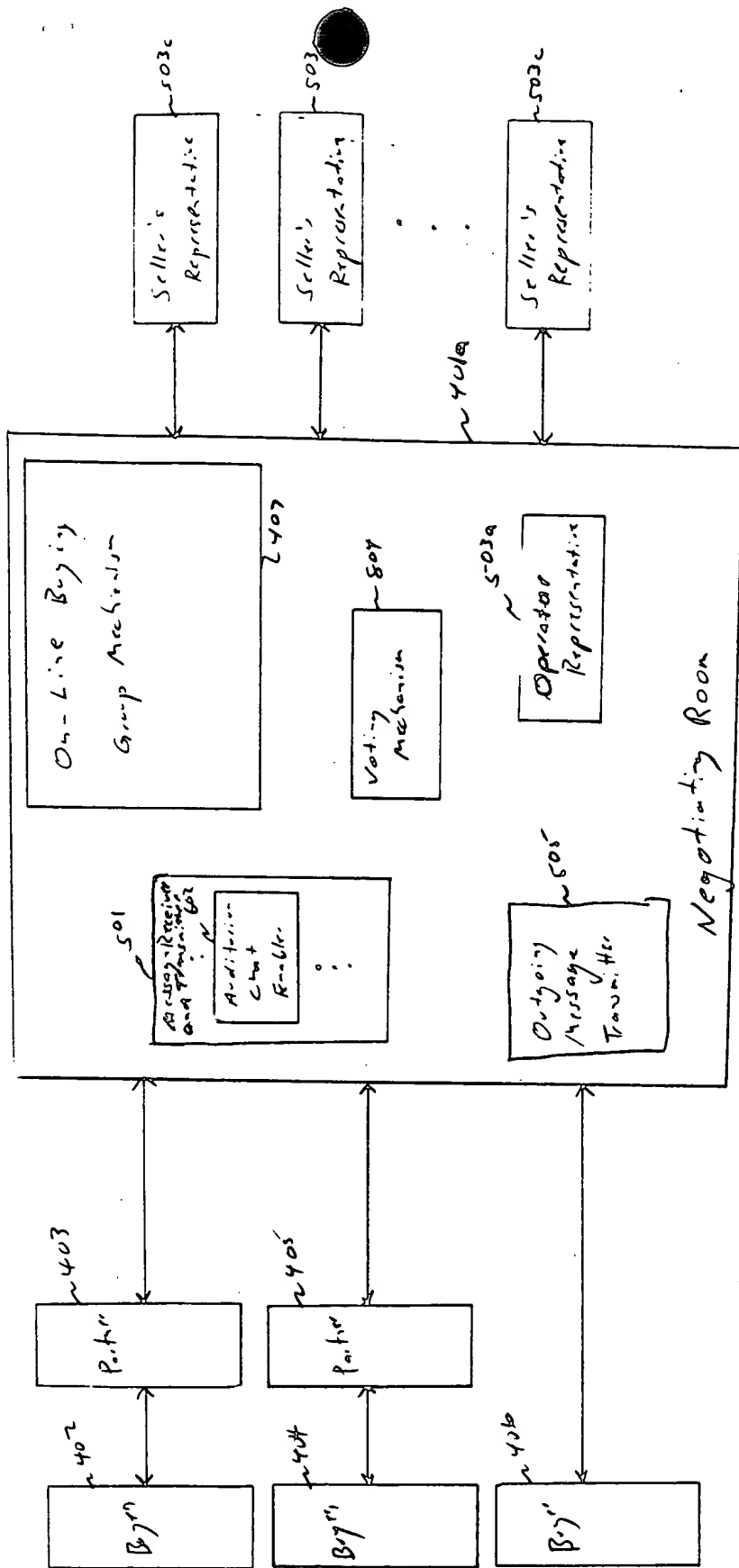


FIG. 9A

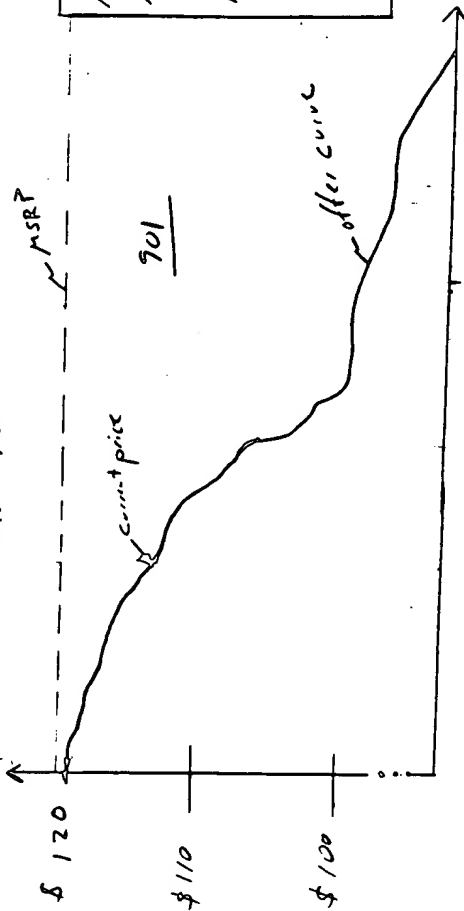
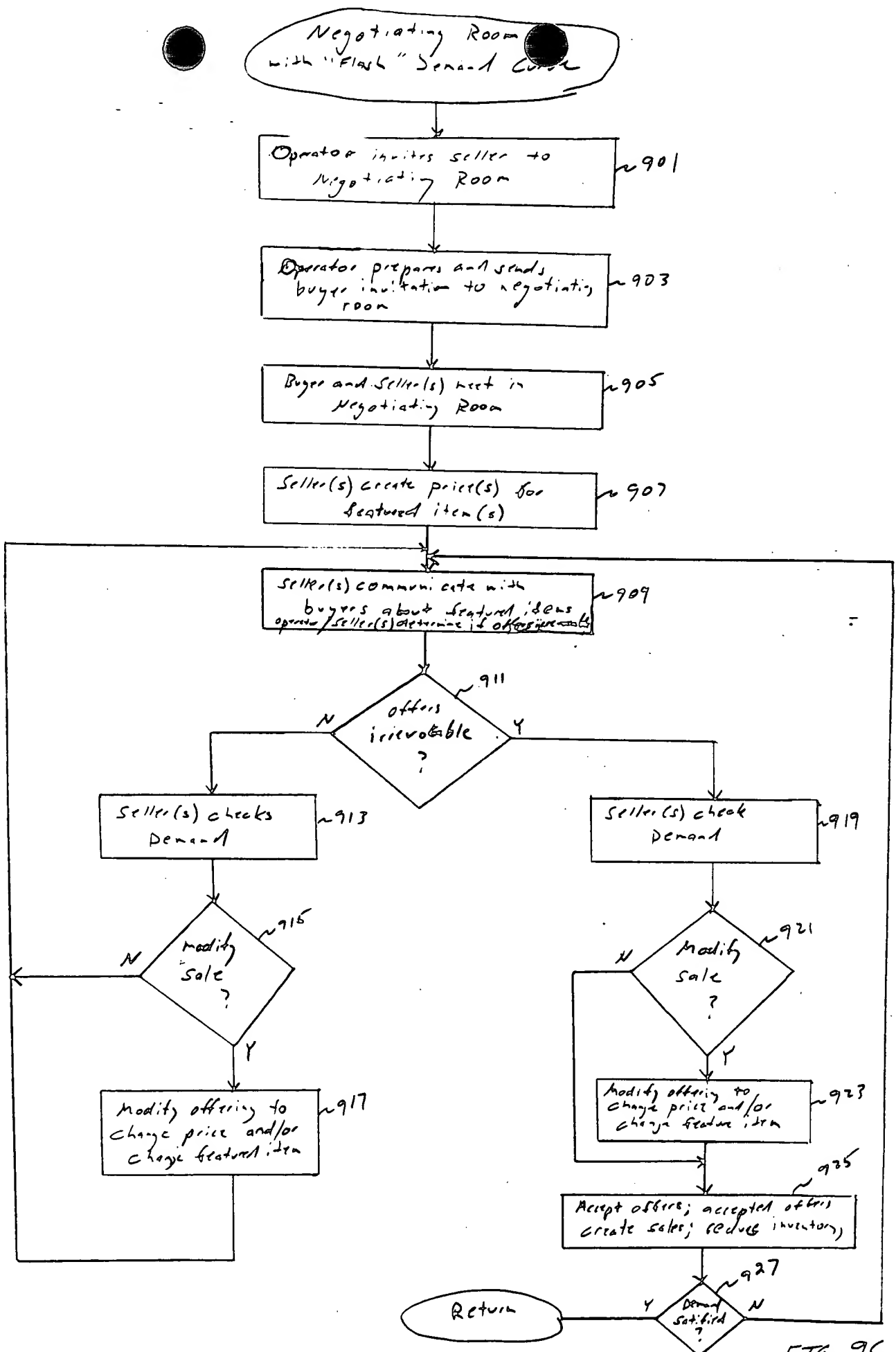


FIG. 9B



950

CATEGORY: VCRs

954

Screen Refresh

Product #1

Featured Item Image

Seller: Sony

Features:  
4 heads  
Hi-Fi  
Timer

Bonus:

• Free DVDs

MSRP: \$149.00

offer

Ask Seller

951

Product #2

Featured Item Image

Seller: 800.com

Features:  
4 heads  
Hi-Fi  
No Timer

Bonus:

• N/A

MSRP: \$129.00

offer

Ask Seller

952

Product #3

Featured Item Image

Seller: Mercata.com

Features:  
2 heads  
Mono  
Timer

Bonus:

• N/A

MSRP: \$119.00

offer

Ask Seller

953

Time to offer:

00:12:37

955

Negotiating Room

956

ABC123: what a great deal for #1. Only \$20 more for all that stuff!

Moderator: Make your offer for one of these products in just 12 minutes!

Message

957

SUBMIT

958

FIG. 9D

## Your Product

Featured Item  
Image

### Features:

4-head  
Hi-Fi  
Timer  
•  
•

### Bonus

• Free DVDs

MSRP: \$149.00

### Seller Options:

- Change Product
- Change Price
- Add/Delete Bonus
- Request Flash Demand

## Competitor 1

Featured Item  
Image

Seller: 800.com

### Features:

4-head  
Hi-Fi  
No Timer

Bonus:  
N/A

MSRP: 129.00

## Competitor 2

Featured Item  
Image

Seller: Mercata.com

Features: 2-head  
Mono

Bonus:  
N/A

MSRP: 119.00

Time to  
offer:

00:12:37

## Negotiating Room

ABC123: How many video ports are there?

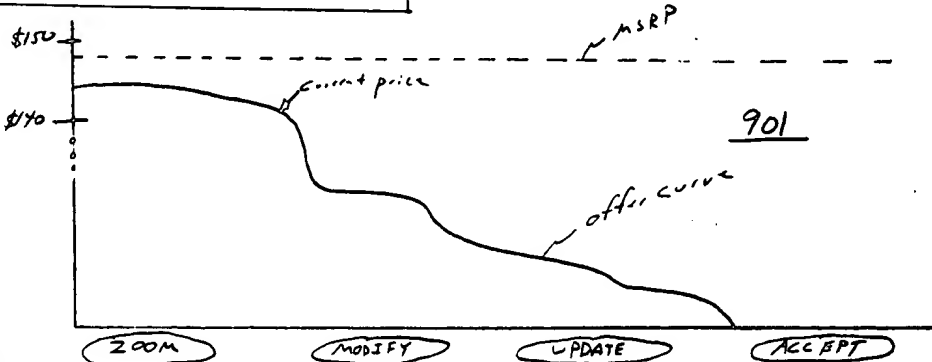
Seller: 4

Moderator: Flash offer in 12 minutes.

MESSAGE:

SUBMIT

## FLASH DEMAND CURVE



## SUMMARY

# offers: 2,785  
# committed: 465  
Price of  
commitment: \$142.34

FIG. 9E

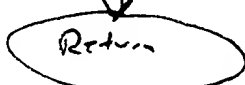
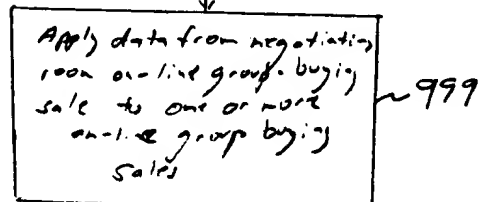
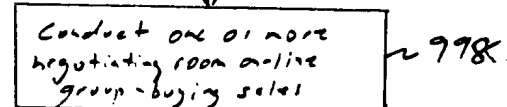
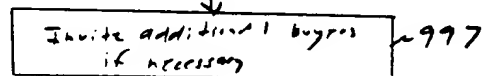
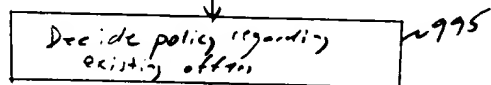
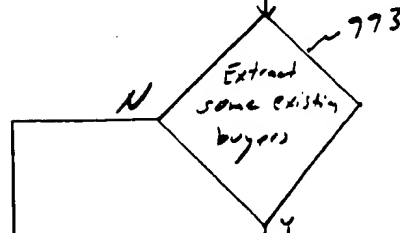
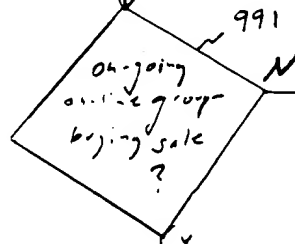
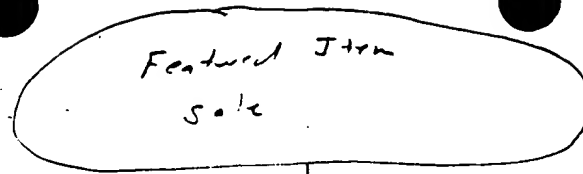


Fig. 9F

MERCATA

exclusive PowerB  
msn joins the revolution



**MARCH 1999**  
**11:00 AM PDT**

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## Consumer Electronics

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### Specialty & Gifts

## Sports & Fitness



**Cassiopeia E-100  
PowerBuy**



**RETAIL: \$449.99**  
**Now: \$369.99**  
**Save \$80.00**

### Details

**Microsoft®  
Cordless Phone  
System  
PowerBuy**



**\$179.99**  
**\$149.99**  
**\$30.00**

## Details

### View Brands

## Product Requests

## Buyer's Guide

**Item:**

## Cassiopeia Palm-size Multimedia PC. E-100

**Our Price:**

**\$369.99**

**Our Price:**

**\$80.99**

Page 1 of 1

**1 Day  
Remaining**

### Details

**Microsoft® Cordless Phone System**

**\$149.99**

**\$30.00**

**2 Days Remaining**

### Details

## MESSAGE BOARD

- These things are great. My friend Joe had one, and he... .
- This price is \$10 less than....
- The phone works really well with....



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**FIG. 10**

FIG 11A

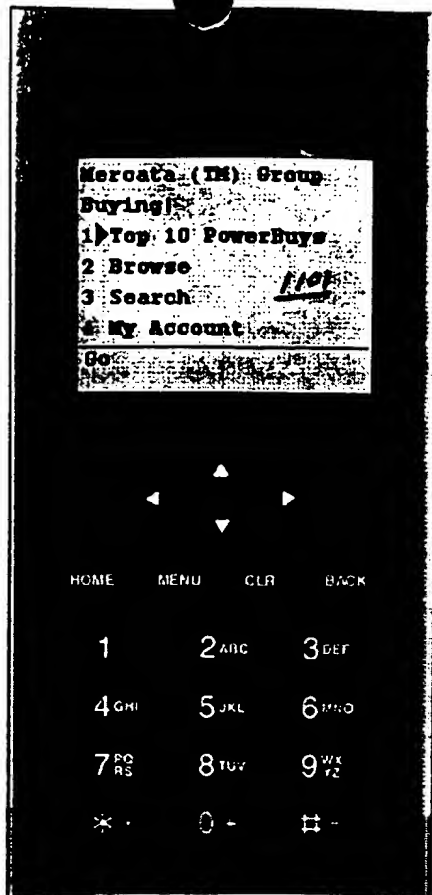
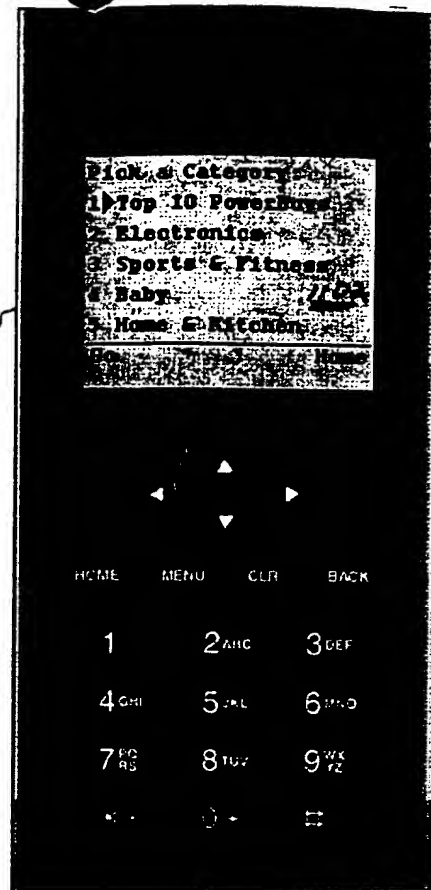
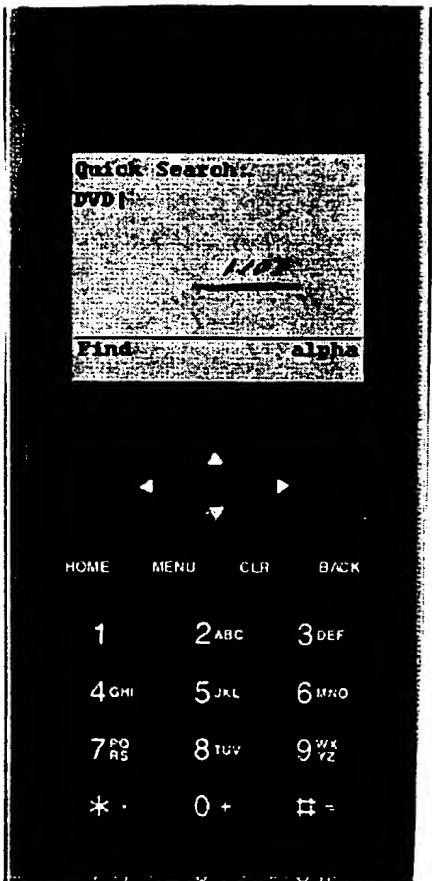


FIG 11B



0055941-054500

1100



1100

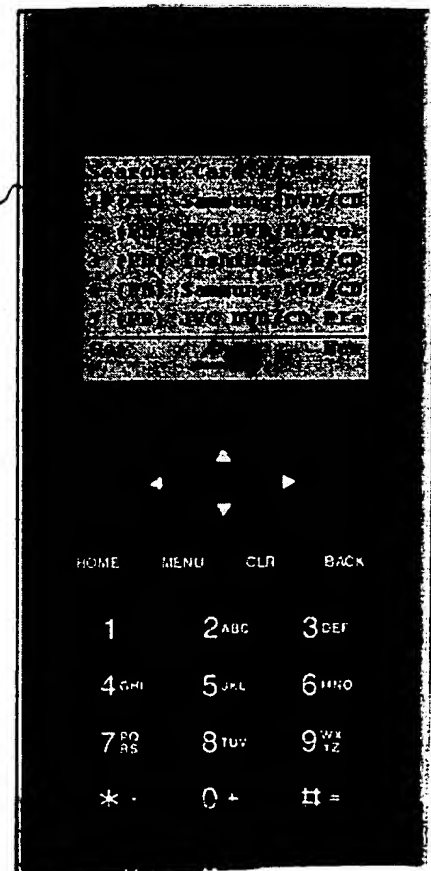


FIG 11C

FIG 11D

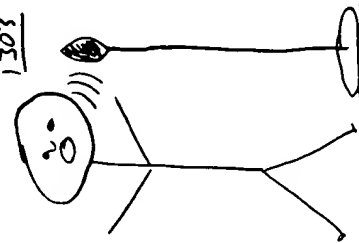




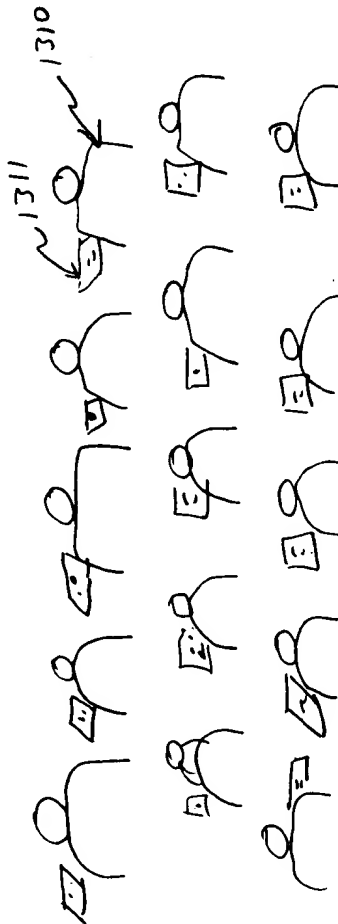
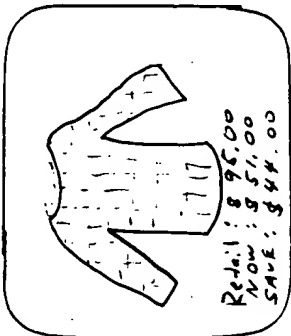
1300

1301

1303

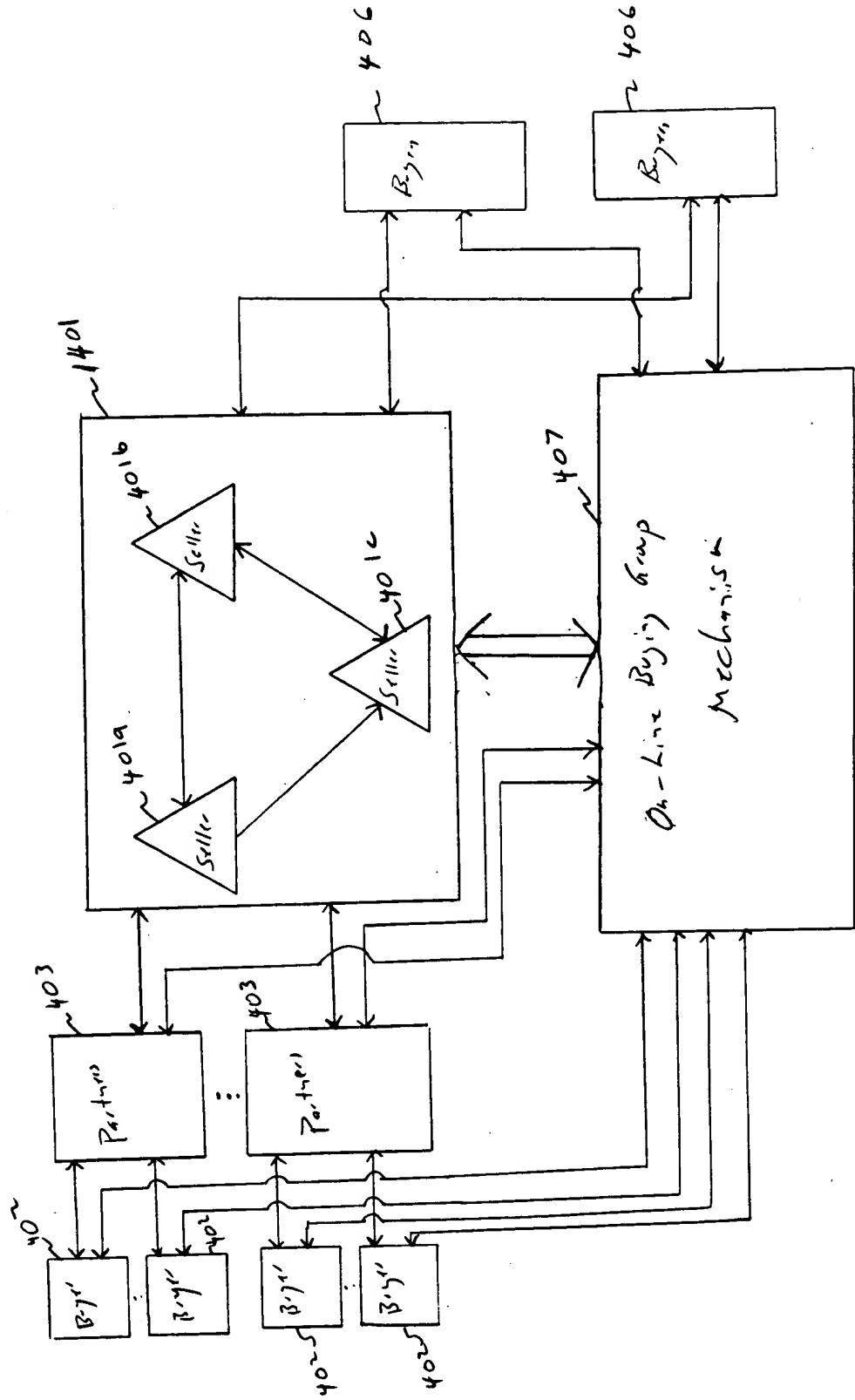


1302



1305  
SEARCH ☐  
1306  
BROWSE ☐  
1307  
MESSAGE ☐  
SEND  
1308  
MAKE ☐  
OFFER  
1308  
Negotiating Room  
1309  
Change Channel ☐

1304



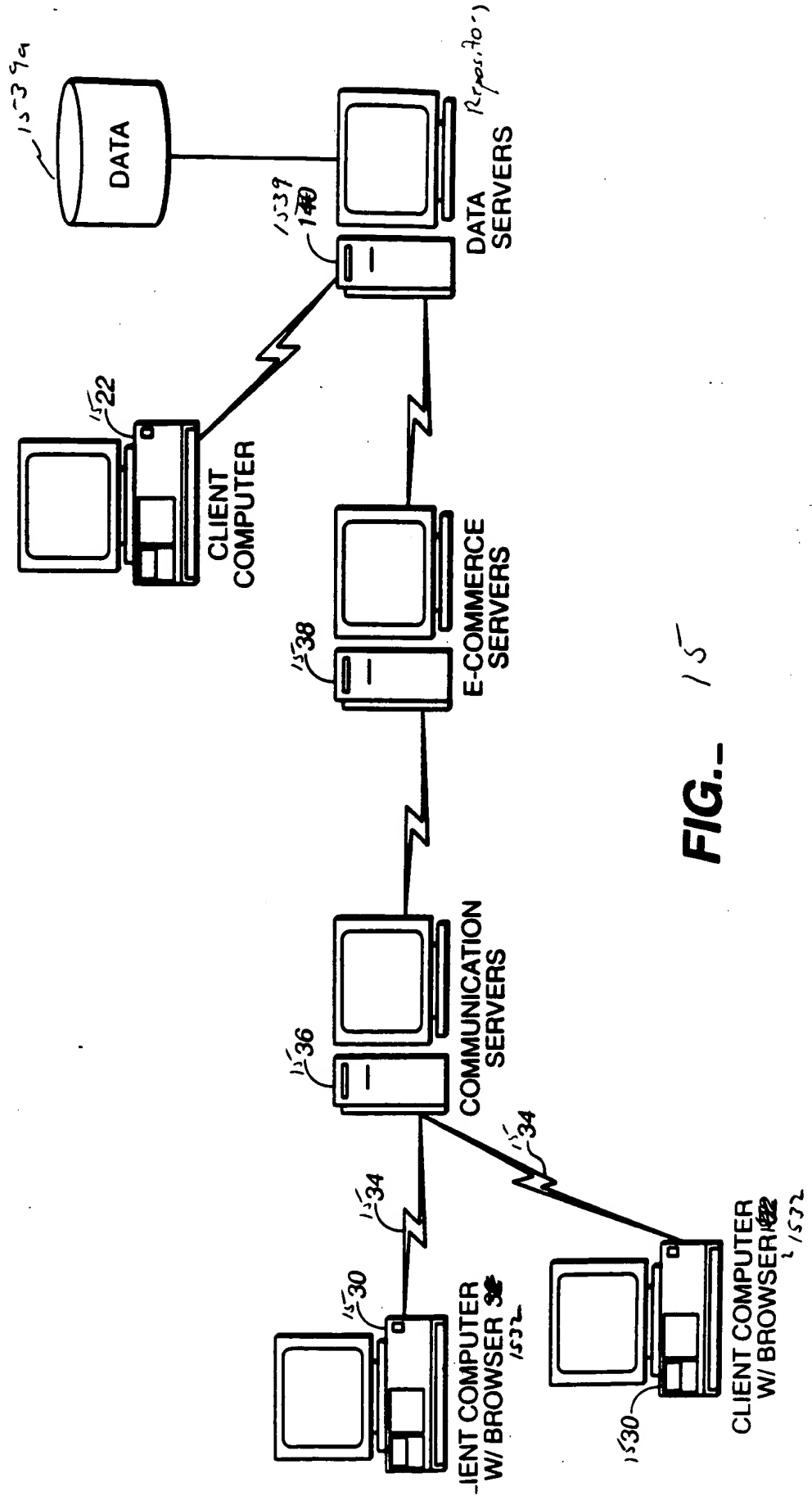


FIG. 15

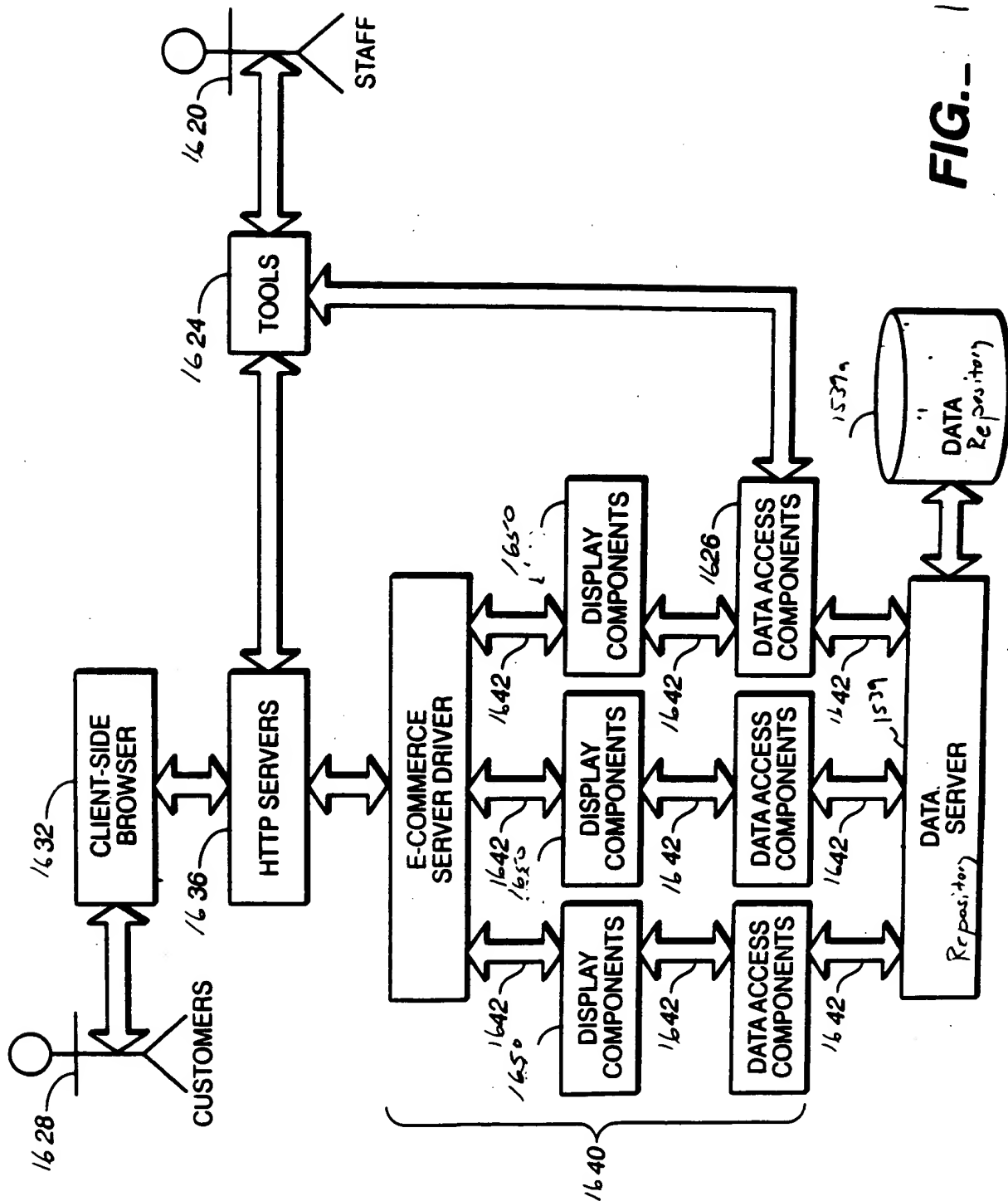


FIG.- 16

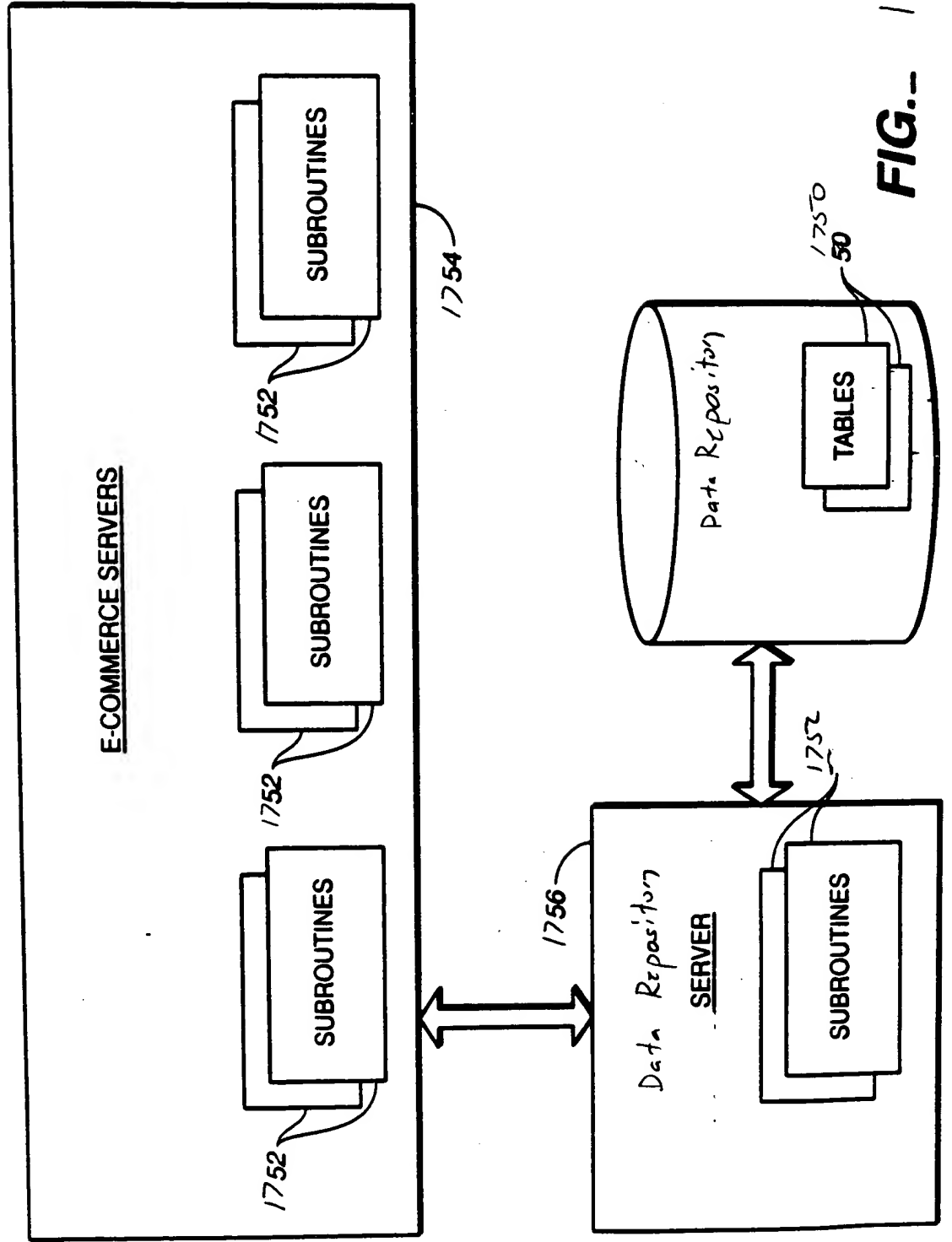


FIG. 17